

Press release

Category: PEOPLE / SPORT / ECONOMY / LIFESTYLE / CONSUMPTION
Subject: Roger Federer meets himself
Date: Saturday, 19 October 2019, 1.30 p.m.
Location: JURA World of Coffee, Kaffeeweltstrasse 1, 4626 Niederbuchsiten
Tags: Launch of the world's first lifelike 3D image of Roger Federer / Extension of the cooperation between JURA and Roger Federer by a further five years / World premiere of the new advertisement starring Roger Federer
Link: www.jura.com

Traditional Swiss company JURA builds another monument to its brand ambassador

Roger Federer meets himself

Swiss coffee machine producer JURA has given its long-term brand ambassador Roger Federer a very special gift: a lifelike 3D image of himself. It is the world's first "3D twin" of the most successful tennis player of all time, and the public will be able to view it from Monday onwards in the JURA World of Coffee as part of the Roger Federer Walk of Fame. At the same time, JURA has announced that their contract with brand ambassador Roger Federer, which has already lasted 13 years, is being extended by a further five years.



Roger Federer with his 3D twin © André Albrecht for JURA

Until now, even renowned waxworks had not been granted permission to create a 3D duplicate of the most successful tennis player of all time. All requests to do so were met with rejection. JURA CEO Emanuel Probst

reveals how JURA, a traditional company from Solothurn, managed to convince Federer to have a 3D model made of himself: “It was always clear to Roger that the first lifelike image of himself could only be exhibited in Switzerland – the country he calls home and that he is very proud of. So it didn’t take much for us to convince him.”

As part of a JURA employee celebration that was hosted by Swiss sports reporter and tennis expert Bernhard Schär, Roger Federer formally unveiled his “twin”, seeing it for the very first time. He was both fascinated and delighted.

The world’s first lifelike 3D model of Roger Federer is now part of the Roger Federer Walk of Fame and will be available for the public to view in the JURA World of Coffee in Niederbuchsiten from Monday, 21 October 2019. It will even be possible to get a souvenir photograph with “King Roger”.

[Images and video from the event](#)

[New commercials](#)

Roger Federer continues as a JURA brand ambassador for five more years

When presenting their new advertising campaign, JURA also announced that their contract with Roger Federer, which goes back 13 years, is being extended by a further five years. “Like JURA, Roger Federer embodies values such as Swiss quality, hard work, precision, reliability, elegance and the pursuit of perfection,” comments the very happy CEO of JURA, Emanuel Probst, on the contract extension. These shared values are the basis of a long and successful partnership.

[Interviews with Emanuel Probst](#)

About JURA

Founded in 1931, Swiss company JURA Elektroapparate AG is headquartered in Niederbuchsiten and is the leading innovator of automatic speciality coffee machines. JURA’s products stand for the perfect coffee result from fresh beans, freshly ground and freshly extracted at the push of a button. The range includes both automatic coffee machines for home use and professional machines for offices and the catering industry. Over the years, the traditional brand has become a global player and is now active in around 50 countries.

For more information, media representatives can contact:

Tina Thommen, Blofeld Communication AG, Langstrasse 94, 8004 Zürich
Tel. +41 (0)44 245 40 10, tina.thommen@blofeld.ch, www.blofeld.ch